

# **Fiscal Year 2017 Evidence-Based Traffic Safety Enforcement Program**



**June 17, 2016**

## **BACKGROUND**

Alcohol-involved fatalities have seen a 7 percent increase in the past five years from 283 in 2010 to 303 in 2015.

Since 2009, the last year Michigan led the nation in seat belt use, seat belt use has dropped by 5 percent, from 98 percent to 93 percent. Fatalities have increased 10 percent, from 871 to 963 in 2015.

While the exact reason for the increase in fatalities has not been determined, the improving economy and lower gas prices may be encouraging more Americans to drive more often, which increases exposure.

Every 1 percent increase in seat belt use results in 10 lives saved and 100 serious injuries are prevented.

According to UMTRI, 2,659 lives have been saved due to primary seat belt enforcement since the law began in 2000. Seat belt enforcement efforts must remain visible and sustained to create general deterrence and ultimately change driver behavior.

High-visibility enforcement increases compliance with traffic laws. On an annual basis, the OHSP reviews traffic crash data and identifies locations to fund overtime enforcement focusing on impaired driving and seat belt compliance. Mandatory enforcement periods are identified by statewide peak crash times.

The number of grants awarded also takes into consideration the level of funding available. The OHSP awards cooperative traffic enforcement grants. A lead agency is identified in the selected county and invites other local law enforcement agencies to participate. The number of agencies in the county-cooperative grants has ranged from one to 14.

The MSP conducts overtime enforcement through grants with each of seven districts that provides funding to the posts statewide.

The NHTSA developed a detailed model for conducting high-visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. OHSP adopted this model 13 years ago as the basis for its enforcement campaign strategy and incorporates all aspects of the model into statewide seat belt and impaired driving mobilizations.

The 2015 Traffic Safety Culture Index, released in February 2016, found that Americans value safe travel and desire a greater level of safety than they now experience. They perceive unsafe driver behaviors such as speeding, talking on cell phones, texting and emailing, red-light running, and impaired driving as serious threats to their personal safety and generally support laws that would improve traffic safety by restricting driver behavior.

According to a Government Accountability Office (GAO) study, 51,000 incidents of unsecured loads occur every year, killing 440 and injuring 10,000. Driving with an unsecured load is both against the law and extremely dangerous. President Obama and Congress included load-securing recommendations to the states in the Fast Act of December 2015.

## GOALS

Decrease fatalities by 18 percent from 901 in 2014 to 742 by December 31, 2018.

Decrease serious injuries by 12 percent from 4,909 in 2014 to 4,308 by December 31, 2018.

Decrease the vehicle mileage fatality rate by 9 percent from .93 in 2014 to .85 by December 31, 2018.

Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 98 percent through December 31, 2018.

Decrease fatalities and incapacitating injuries for alcohol-involved crashes by 14 percent from 1,199 in 2015 to 1,036 by December 31, 2018.

Decrease fatalities and incapacitating injuries for drug-impaired crashes by 2 percent from 473 in 2015 to 464 by December 31, 2018.

## SEAT BELT AND IMPAIRED DRIVING ENFORCEMENT

The NHTSA requires states to provide for a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired/drunken driving that emphasizes publicity during not less than three campaigns.



Western Michigan University examined trends for fatal and incapacitating injury crashes for specific crash types for 2012-2014. The analysis focused on three regions of Michigan (Upper Peninsula, Northern Lower Peninsula, and Southern Lower Michigan.) The analysis indicates the last two weeks of March, May, and August include increases in unrestrained and Had-Been-Drinking (HBD)/drug-involved fatal and serious injuries. Additionally, the first two weeks of April, June, and September include decreases in unrestrained and Had-Been-Drinking (HBD)/drug-involved fatal and serious injuries, which could be a result of the high-visibility enforcement and public information

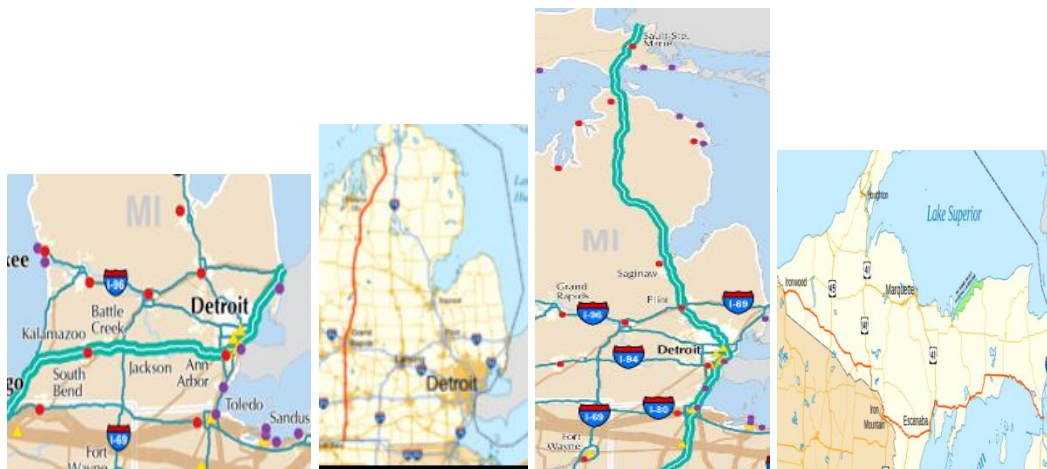
campaigns that have taken place in Michigan. Law enforcement agencies in locations that experienced a high number of unrestrained and Had-Been-Drinking (HBD)/drug-involved fatal and serious injuries will be recruited to accept overtime traffic enforcement grant funding.

### **MANDATORY MOBILIZATIONS**

- March 16 through 29 – Impaired driving
- May 22 through June 4, 2017 – Seat belt
- August 18 through September 4, 2017 – Impaired driving

One hundred and seventy-five state, county, and local law enforcement agencies across Michigan will conduct federally funded seat belt and impaired driving enforcement to reduce traffic deaths and injuries during these mandatory enforcement periods.

To garner more visible and increased public perception of enforcement, enforcement on the Fridays before the major holidays, May 26, 2016, and September 1, 2016, will be required. Grantees will be encouraged to schedule enforcement patrols on highly traveled corridors, where applicable.



Grant-funded law enforcement agencies statewide will be required to average a minimum of 1.09 equivalent stops per billed hour of seat belt patrol. In the Lower Peninsula law enforcement agencies will be required to average a minimum of 1.29 equivalent stops per billed hour of impaired driving patrol and in the Upper Peninsula they will be required to average .72 equivalent stops per billed hour of impaired driving patrol.

Sustained seat belt and impaired driving enforcement will be allowed any time throughout the year after the mobilization period requirements are fulfilled and if funding is available. Agencies will be reminded to integrate seat belt enforcement into routine traffic enforcement throughout the year.

Approximately \$1 million will be expended for all mandatory mobilization overtime enforcement of the seat belt law. Nearly \$1.5 million is estimated to be expended on all mandatory mobilization overtime enforcement of the impaired driving laws during the enforcement periods.

## **ELECTIVE ENFORCEMENT**

Distracted driving, impaired driving, disregard of traffic control devices, seat belt, speed, and unsecured load of non-commercial vehicles enforcement will be encouraged where supported by local crash data and as funding allows.

Approximately \$1.9 million will be expended on elective enforcement.

## **OPERATION C.A.R.E.**



The Michigan State Police will enhance Operation C.A.R.E. efforts over the Thanksgiving holiday weekend, focusing the statewide safety effort on traffic violations such as speeding, aggressive driving, texting, and impaired driving with a special emphasis on seat belt violations.

Materials will be created for this campaign and may include the following:

- Public service announcements
- Banners
- Placemats

The overtime enforcement plan will include 30 state police posts covering the state during the Thanksgiving Day weekend, November 23 through 27, 2016.

Approximately \$200,000 will be spent on overtime enforcement.

## **Earned Media and Outreach**

Earned media supports all mobilization efforts.

### Mandatory Mobilizations

Enforcement periods will be supported by a comprehensive earned media strategy. This will include:

- Pre-enforcement news releases to accommodate weekly papers
- Start of enforcement news releases and news events
- Mid-mobilization news releases
- Results releases

In addition to media activities, materials will be sent to all law enforcement agencies statewide for the May seat belt mobilization and the March and August impaired driving crackdowns. Typically agencies receive banners to display at prominent locations and

posters to distribute in their community to increase seat belt use and remind motorists about the dangers of drinking and driving.

### Elective Enforcement

The OHSP will develop campaign assets that law enforcement agencies and other traffic safety partners can utilize throughout the year to extend awareness and increase seat belt use during sustained seat belt and impaired driving enforcement efforts.

Materials/resources/assets to support distracted driving, red-light running, and speed enforcement will be identified and distributed to law enforcement agencies to support the stepped-up enforcement efforts as well.

### **Paid Advertising**

Paid advertising guarantees messages will be played on stations and programs that appeal to the target group. Advertising programming will be selected based on its efficiency and effectiveness.

Young men remain the focus of messaging efforts for both seat belt and impaired driving enforcement. Advertising mediums will include radio, television, and cable as well as websites.

### **Non-grant Funded Enforcement**

All law enforcement agencies in the state will be encouraged to take part in and support the statewide traffic enforcement periods, even if they do not receive grant funds. Through a special mailing, OHSP will provide background and support materials for the enforcement periods to all 600 law enforcement agencies in the state.

### **Evaluation and Monitoring**

A comprehensive and ongoing monitoring and evaluation program can locate areas for improvement and more accurately pinpoint weaknesses or areas of particular success. A number of evaluation and monitoring tools will be utilized.

Strategic enforcement plans will be continuously updated based on crash data and the manpower levels at law enforcement agencies. In order to deploy resources in the most effective manner, a continuous process of adjusting the strategic plans will allow for special events in local areas such as festivals and construction projects. The evaluation of data after each enforcement period will allow adjustments regarding the deployment of resources.

The OHSP measures each agency's ability to meet established performance measures (described on page 4) and shares the results with all grantees after each mandatory mobilization.

Seat belt direct observation surveys will take place before and after the Memorial Day and Labor Day enforcement periods. Phone surveys will take place before and after each summer enforcement period and will include an oversample of young men. The



surveys will measure drivers' knowledge, beliefs, and experiences concerning law enforcement activities and media efforts.

Refer to the PTS plan, Task #3, for more information on evaluating the effectiveness of the overtime enforcement grants.

## **REGIONAL LAW ENFORCEMENT TRAINING**

Training enables law enforcement officers to be aware of and understand current issues in order to successfully address traffic safety priorities. The information provided can increase the knowledge and skills of officers who use traffic enforcement as a means to reduce crime, traffic deaths, and injuries.



Advanced traffic crash reconstruction training courses have been designed to improve the skills and abilities of officers and acquaint them with the new technology, theories, and techniques in their fields of interest. Classroom presentations include practical, hands-on exercises giving students the opportunity to apply the theories and skills learned in the classroom to situations faced by law enforcement.

Additional traffic records funding will also support polling of law enforcement grantees to determine interest in coordinating/hosting advanced reconstruction courses in their region. Three additional regions can host up to two reconstruction courses conducted by staff from the Institute of Police Technology and Management (IPTM); for a total of up to six reconstruction training programs.

Two courses, Advanced Bike/Pedestrian Crash Investigations and Event Data Recorder use in Traffic Crash Reconstruction, will also be held in Southeast Michigan.